

S T A T I O N W N Y C

N e w Y o r k

"in a city where seven and one-half million
people enjoy the benefits of democracy"

"Being within listening distance
is for me, one of the joys of
living in the East."

Alec Templeton

REPORT OF SOME OF THE ACTIVITIES FOR THE YEAR

JULY 1, 1943 to JUNE 30, 1944

WHAT WNYC IS DOING

WAR EFFORT PROGRAMS

54% of WNYC's entire broadcast schedule is devoted to war effort and civilian defense programs. Other stations cooperate in the war effort, but no station can match this record.

The following official government war services programs were instituted by and are heard exclusively over WNYC:

For over 170,000 Air Wardens, WNYC carries regular programs

To more than 40,000 Fire Department Emergency Auxiliary Corps (FDEAC) members, WNYC broadcasts nightly instructions

The HELP WANTED COLUMN OF THE AIR of the United States Employment Service is broadcast twice daily by WNYC

To Selective Service Board Members and civilians, WNYC broadcasts regular programs from Selective Service Headquarters.

Programs from the Civilian Defense Volunteer Office at Pershing Square is another source of regular WNYC broadcasts.

Special War Emergency Services:

Selective Service Registration: During Selective Service registration periods, WNYC broadcast directly from Selective Service Headquarters, giving up-to-the-minute instructions and late information to Local Boards and registrants.

Rationing Registration: During the registration of New York's seven and one-half million citizens for War Ration Books, WNYC was the medium used by the Board of Education to reach the 35,000 teacher registrars with last minute instructions, and to give important directions to the millions of registrants.

Were WNYC to perform no other function during the entire year, the cost of this service to the City for facilitating the registration of the seven and one-half-million people during the three day period amounts to only \$0.013 (LESS THAN A CENT AND A HALF PER PERSON).

Ration News and Necessary Consumer and Marketing Information for New York Housewives comprise 12% of all WNYC broadcast time:

Twice daily ration news roundups (3:55 and 8:55 p.m.)

23 other separate and distinct rationing and consumer programs weekly:
THE CITY CONSUMER GUIDE - Department of Markets
RATIONS AND RECIPES - Mrs. F. F. Gannon, Department of Markets
OFFICIAL O. P. A. CONSUMER NEWS
O. P. A. CONSUMER DRAMA

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O. P. A. CONSUMER DRAMA

REGIONAL O.P.A. ADMINISTRATOR WOOLLEY (Weekly)
HEALTH DEPARTMENT FOOD AND NUTRITION PROGRAM (Twice daily)
PASS THE INFORMATION
WOMEN IN WAR
SAVE, SALVAGE AND SURVIVE
OFFICE OF CIVILIAN DEFENSE CONSUMER NEWS
THE HOMEMAKER IN WAR
O. P. A. CEILING PRICE ANNOUNCEMENTS (10 each day)

Investment in Democracy - WNYC has and is continuing to broadcast concerts for and in cooperation with the United States Treasury Department to stimulate the sale of war bonds and stamps. Other stations, after the first impetus, have declined in their coverage.

Defense Spot Announcements are the "commercials" on WNYC: WNYC acts as the clearing house for defense announcements to be broadcast over all other New York Stations. However, WNYC utilizes more of these announcements than any other station and they are spotted at the most advantageous times during the broadcast schedule.

The announcements include: Recruiting for Air Wardens, Fire Wardens, Aircraft Spotters, Nurses Aides, all Civilian Defense Volunteer categories, Recruiting for the Armed Services, both men and women, Maritime Seamen, Crop Corps Laborers, and many others; - Announcements for Paper and Tin Drives, Conservation, the Police Department Safety Campaign, Juvenile Delinquency, Child Care Centers, among others.

Daily City Departments transcribed and "live" spot announcements for:

Board of Transportation
Civil Service Commission
Public Libraries
Fire Department
Police Department
Department of Health
Department of Hospitals
Board of Education
Department of Water Supply, Gas and Electricity
Department of Sanitation
Department of Parks

The 1944-1945 Budget allocates \$111,645.00 to maintain and operate the Municipal Broadcasting System, WNYC, WNYC-FM, and all public address facilities of the City. We also maintain the Police Department Auxiliary Transmitter (WNYQ) and Fire Department Auxiliary Transmitter (WKNP). We also supervise the technical set-up of WNYE, the Board of Education radio station. This amount represents about one-one-hundredth of one percent of the City's total budget.

This system serves all City Departments and in the present emergency is very actively engaged in assisting the Department of Markets with Consumer programs, the Health and Hospital Departments in their public health education problem, the Police and Fire Departments and CDVO in their Civilian Defense activities, as well as Federal governmental agencies such as the United States Employment Service, in filling their job vacancies, and the OPA, etc.

The cost to operate WNYC for the year 1943 was \$21.24 per hour, as compared with \$22.92 per hour in 1942, and this is the lowest cost in recent years.

As a result of the F.C.C. decision, WNYC now operates all year round until 10:00 p.m. instead of the old daytime schedule only. In 1943, with the consent of the F.C.C., we have been operating our Frequency Modulation station on a full broadcast schedule.

A more detailed statement of some of the activities of what WNYC is doing is herewith attached in detail on:

1. War Effort Programs
2. Health
3. Education
4. Public Address Facilities
5. City Functions
6. Music

EDUCATION

In 1943 there were 795 classroom radios in City Schools. Through those radios, over 75,000 school children heard and participated in the Board of Education programs:

Know Your City - quiz for which a three-foot high pile of library cards was received at Board of Education Headquarters
Spanish Without Tears - C.C.N.Y. Language Department Spanish Lessons
Your Dollar Goes to War
Road to Victory
Plays for Americans
These Are Your Schools

WNYC exclusively broadcasts the weekly report of the Board of Education to parents and the general public. Some of the vital topics covered include:

OUR HIGH SCHOOLS AND THE WAR
VOCATIONAL TRAINING FOR TOMORROW
THE SCHOOLS AND JUVENILE DELINQUENCY
THE SCHOOLS AND THE PARENTS
HEALTH EDUCATION FOR MODERN LIVING

WNYC broadcasts regular college programs:

Queens College	Hunter College
College of the City of New York	Columbia University
Brooklyn College	

New York University programs include:
WAR ECONOMICS
THE READERS' ALMANAC
NEW YORK UNIVERSITY DEBATES

The City College and Queens College Defense Council programs are broadcast regularly by WNYC

THE BEST HUNDRED BOOKS OF THE WAR
THE CIVILIAN IN THE WAR
WHY WE FIGHT
MONEY IN THE WAR

Colleges throughout the New York area are represented on the weekly Intercollegiate Debate programs.

WNYC broadcasts regular programs and helps to publicize:

Hayden Planetarium
American Museum of Natural History
The New York Public Library
The Brooklyn Botanic Gardens
Park Department facilities
The New York City Center

The Brooklyn Museum
New York Botanic Gardens (invaluable hints on Victory Gardening)
Museum of the City of New York
Brooklyn Public Library, Ingersoll Memorial

HEALTH

WNYC broadcasts over 56% of all the health programs heard over all New York City radio stations combined.

YOU AND YOUR HEALTH programs are broadcast seven times weekly by:

The New York City Health Department

The Medical Society of Kings County

The New York Tuberculosis and Health Association

The Medical Society of the County of New York

The Oral Hygiene Committee

The Medical Society of Bronx County

Health Department Nutrition Programs (10 each week)

Associated Hospital Service (weekly)

MUSIC

Better than 56% of WNYC's broadcast hours are devoted to fine music. But, it is music with a purpose -- all of WNYC's musical programs are used to promote the war effort by the inclusion of recruiting and defense announcements and information.

MUSIC AT WORK is a regular program designed especially for the relaxation of war workers in defense plants.

THE FIFTH ANNUAL WNYC AMERICAN MUSIC FESTIVAL included over 149 different programs of American music - from Edward MacDowell to Duke Ellington; from the Metropolitan Opera to American Folk Songs; from the Juilliard Institute to Music School Settlements, and the new City Center.

There were ten public concerts, several drawing audiences of over 5,000.

WNYC regularly broadcasts and helps to popularize New York City musical features, as:

The Goldman Band Concerts

The Lewisohn Stadium Concerts

The City Center Symphony Orchestra and City Center Opera Company

The Brooklyn Museum Concerts

City Amateur Symphony Orchestra Concerts

Victory Concerts from the New York Public Library

Hunter College Philharmonic Concert Series

Juilliard Institute of Musical Art

National Orchestral Association

The American Ballet Theatre and the Ballet Russe de Monte Carlo

The San Carlo Opera

1943 - WNYC Public Address Equipment Use

A conservative estimate of the cost of these public address installations, if done by commercial sound companies, would be from \$30,000 to \$40,000.

500 Individual Public Address Installations were made, although WNYC accepted only the largest and most important functions throughout the five boroughs.

This total does not include permanent installations, in use daily, maintained and serviced by WNYC for:

The Civilian Defense Volunteer Office at Pershing Square, for recruitment and instructions
Fire Department Training Program, 243 Lafayette St., New York City
Marriage License Bureau:

127 Special Installations were made at ceremonies held by war service agencies some are:

American Red Cross
National Office
Local Chapters
Greater New York Fund

United Hospital Fund
United Service Organization
United States Treasury Department

WNYC Public Address Equipment was installed also for special functions of and from:

Board of Education
Bronx Borough Hall
Brooklyn Borough Hall
City Hall
Department of Correction
Department of Hospitals
Department of Markets

Department of Parks
Department of Sanitation
Fire Department
Municipal Civil Service Commission
New York City Housing Authority
Police Department
Queens Borough Hall

Requests were received from and granted to Veteran and patriotic organizations for public address equipment by WNYC, and the following are representative:

American Legion
New York Department
Individual Posts
Army and Navy Union, U.S.A.
Individual Posts
Catholic War Veterans, Inc.
Kings County Chapter
Grand Army of the Republic
Allied Organizations
Ladies Post Circle Presidents' Ass'n
Jewish War Veterans of the U.S.A.
Individual Posts
Minute Men of America

National War Veterans Association
Ladies Auxiliary Drum & Bugle Corps
Seventy-Seventh Division Association
Society of the 307th Infantry
Sons of the Revolution
United Veterans
Executive Council
Individual Posts
Veterans of the Civil War
Veterans of Foreign Wars
Dept. of N.Y., Ladies Auxiliary
Brooklyn Council-Kings County
Individual Posts

To sum up WNYC's service record, it is perhaps permissible to cite the recognition received by the Station from the public press and educational authorities. Since 1939 WNYC received the following awards:

- | | | |
|------|--|---|
| 1939 | Musical Award of Merit | National Association for American Composers and Conductors |
| 1940 | For the Series
"ADVENTURES IN MUSIC"
"MUSIC IN AMERICA" Award
FOR SERVICE TO AMERICAN ARTISTS | Institute for Education by Radio
World's Fair Gallery of Art
National Association for American Composers and Conductors |
| 1941 | AWARD FOR PATRIOTIC LEADERSHIP
For the Drama
"THROUGH THE LOOKING GLASS"
For the Series
"ADVENTURES IN MUSIC -- CALYPSO" | "Variety" Magazine
Institute for Education by Radio
Institute for Education by Radio |
| 1942 | For the Series
"SALUTE TO OUR ALLIES -- CHINA"
For the Drama Series
"GREEN MAISONS" -- GREAT NOVELS SERIES | Institute for Education by Radio
Institute for Education by Radio |
| 1943 | AWARD FOR OUTSTANDING CULTURAL SERVICE
TO THE PEOPLE OF NEW YORK
For the Drama Series
"REPEAT PERFORMANCE - THE CORWIN CYCLE"
AWARD FOR OUTSTANDING PUBLIC SERVICE | Municipal Art Society of New York
Institute for Education by Radio
"Billboard" Magazine |
| 1944 | For the Drama Series
"PLAYS FOR AMERICANS"
For the Music Series
"FOLK SONGS FOR THE SEVEN MILLION" | Institute for Education by Radio
Institute for Education by Radio |

Some Editorial Comment on WNYC

- The New York Herald-Tribune: "In addition to its valuable wartime programs, the station serves the city with Grade A educational and music programs, maintaining high standards of non-partisanship."
- Radio Columnist Ben Gross (N. Y. Daily News): "WNYC has done more for American music in one American Music Festival week than New York's other radio stations achieve the year round."
- John K. Hutchens, Radio Editor (N. Y. Times): "WNYC performs a service steadily fine and in many ways unique.... it has stressed a greater number of special and important services and has done so more consistently than other stations hereabouts in terms of its total program time and power."

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



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WISCONSIN
HISTORICAL
SOCIETY



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



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